

WHAT IS CLAIMED IS:

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- 1 1. An electronic reading system, comprising:
2 a formatted surface having an area that includes
3 a specific part of an address pattern, wherein a unique
4 position on the address pattern can be identified from an
5 examination of a portion of the address pattern;
6 an electronic reading device including a sensor
7 for detecting at least a portion of the specific part of
8 the address pattern; and
9 a server associated with the specific part of
10 the address pattern for receiving a message from the
11 electronic reading device, said message sent in response
12 to said detection, and for performing a function in
13 response to said message.
 - 1 2. The system of claim 1, wherein the address
2 pattern comprises a pattern of dots.
 - 1 3. The system of claim 1, wherein said area of the
2 formatted surface further includes printed hyperlink
3 identification information.

1 4. The system of claim 3, wherein the printed
2 hyperlink identification information comprises a printed
3 image, said function performed by the server comprising
4 retrieving an electronic copy of the printed image.

1 5. The system of claim 3, wherein the printed
2 hyperlink identification information comprises text, said
3 function performed by the server comprising retrieving an
4 audio copy of the text.

1 6. The system of claim 1, wherein the function
2 comprises sending information associated with the specific
3 part of the address pattern to an electronic device
4 associated with a user of the electronic reading device.

1 7. The system of claim 1, wherein the function
2 comprises sending information associated with the specific
3 part of the address pattern to an email address associated
4 with a user of the electronic reading device.

1 8. The system of claim 1, wherein the electronic
2 reading device further includes a radio transmitter for
3 sending data relating to the detected specific part of the
4 address pattern to the server.

1 9. The system of claim 8, further comprising a
2 mobile station for receiving said data and for sending
3 said message to the server.

1 10. The system of claim 9, wherein the function
2 comprises sending information associated with the specific
3 part of the address pattern to the mobile station.

1 11. The system of claim 10, wherein the mobile
2 station includes an Internet browser, said information
3 comprising a web page.

1 12. The system of claim 1, wherein the electronic
2 reading device sends data relating to the detected
3 specific part of the address pattern to the server using
4 one of an infrared data transmission, inductive coupling,
5 and a cable connection.

1 13. The system of claim 1, wherein the specific part
2 of the address pattern relates to a product, the function
3 comprising sending product information.

1 14. The system of claim 1, wherein the formatted
2 surface comprises a part of a printed publication.

1 15. The system of claim 1, wherein the formatted
2 surface comprises a business card.

1 16. The system of claim 1, wherein the function
2 comprises retrieving a transportation timetable.

1 17. The system of claim 1, wherein the specific part
2 of the address pattern is associated with an object and
3 the function comprises retrieving an identification of the
4 object based on the specific part of the address pattern.

1 18. The system of claim 17, wherein the server
2 further sends an authentication of the object.

1 19. The system of claim 1, wherein the specific part
2 of the address pattern corresponds to an office message
3 state.

1 20. The system of claim 19, wherein the function
2 comprises activating one of a phone mail message
3 associated with the office message state and an email
4 response message associated with the office message state.

1 21. The system of claim 1, wherein the specific part
2 of the address pattern corresponds to a geographical
3 location.

1 22. The system of claim 21, wherein the function
2 comprises storing an indication that the specific part of
3 the address pattern has been detected by the electronic
4 reading device.

1 23. A method for selecting a hyperlink address,
2 comprising the steps of:
3 detecting a portion of an address pattern on a
4 formatted surface of an object using an electronic reading
5 device;
6 identifying an Internet address corresponding to
7 the detected portion of the address pattern;
8 sending a message to the identified Internet
9 address; and
10 performing an operation in a server for the
11 identified Internet address in response to the message.

1 24. The method of claim 23, wherein the operation
2 comprises sending data to a client address associated with
3 the electronic reading device.

1 25. The method of claim 24, wherein the client
2 address identifies one of a user email address and a user
3 electronic device.

1 26. The method of claim 25, wherein the data
2 comprises product information.

1 27. The method of claim 25, wherein the object
2 comprises a printed publication.

1 28. The method of claim 25, wherein the object
2 comprises a business card.

1 29. The method of claim 25, wherein the data
2 comprises transportation schedule information.

1 30. The method of claim 25, wherein the data
2 comprises an identification of the object.

1 31. The method of claim 25, wherein the data
2 comprises information regarding an attraction.

1 32. The method of claim 25, wherein the data
2 comprises location information relating to a geographical
3 location of the object.

1 33. The method of claim 23, wherein the operation
2 comprises authenticating the object.